



CTEC Digital Media Year 13

Personalised Learning Checklist



Name:

Exam Board	OCR
Topic/Module	Unit 6

My target grade is	
Group	

Use this checklist before your assessment to focus your work and after to check the effectiveness of your work.

G	I am confident about this topic and I know what I need to do.
A	I am not too sure about this topic. I may need to check with my teacher and spend more time working on this topic.
R	I am not confident I could answer a question on this topic. I need to check with my teacher and ensure I have what I need to do it.

Topic/Unit Focus			
LO3 and LO4	R	A	G
Ideas generation and collaboration			
Funding a personnel			
Social media measurement and aggregation			
Blended marketing and synergy			
Aims, purposes and targets of social media campaigns			
Target audiences			
Brand identity			
Social media sales funnel			
Staff and personnel			
Channel capabilities			
Style of content			
Evaluating a social media campaign			

Therapy (Interventions)
Additional Support / Guidance

